

ABSTRACT

PT. X, established in 1976 and headquartered in Surabaya, is the official distributor of major brands such as Unilever, P&G, Danone, Enesis Group, and M-150. This study aims to analyze the influence of workload, work-life balance, and turnover intention on PT. X employees, as well as to determine the differences in the influence of these factors between male and female employees.

The research method used is quantitative with a descriptive and causal approach, utilizing a questionnaire for data collection. The sample consists of 161 employees selected through simple random sampling. Validity and reliability tests were conducted to ensure the quality of the data, and data analysis was carried out using descriptive analysis and Structural Equation Modeling-Partial Least Square (SEM-PLS). To examine gender-based differences in the influence of workload and work-life balance on turnover intention, Multi Group Analysis (MGA) was used.

The results respondents rated the workload variable as heavy, the work-life balance variable as unbalanced, and the turnover intention variable as high. Workload has a positive and significant effect on turnover intention, while work-life balance has a negative effect on turnover intention. Additionally, there is no difference in the influence of workload on turnover intention between male and female employees, but a difference in the influence of work-life balance on turnover intention between male and female employees.

This study recommends for PT. X management to formulate better human resource policies to reduce employee turnover rates in the future.

Key word: Workload, Work-Life Balance. Turnover Intention